

THE INSPIRED FOUNDRY

# Reflect *and* Refine

THE SIX-MONTH COMPANION GUIDE TO  
THE CREATIVE'S ALMANAC



# HALFWAY THERE: REFLECT + REFINE

We're halfway through the year. Maybe that's crazy, or maybe it feels like the year has lasted for.ever. Either way, this is an amazing opportunity to revisit those business plans you made or goals you set at the start of the year. And if you didn't set any goals or make any plans, now is just as good a time as any! No shame in establishing what you want out of this year right now to finish strong. Plus, if you decide to do any kind of annual planning when the new year rolls around, you'll have this record to look back on and use as fuel for your vision.

The following pages include a quick series of prompts with blank writing space for you to do two things: REFLECT on the past six months and REFINE your strategy for the next six. In the REFLECT section, think back on your year with all its accomplishments and challenges in each category of your business inventory: Management, Brand, Creation, and Lifestyle. The REFINE section invites you to consider these categories as areas for continued growth in the next six months. Based on your answers, you'll establish new goals for the upcoming seasons as well as breaking those goals down into bite-sized action items.

LET'S DO THIS /



## REFLECT //

### ACCOMPLISHMENTS

What has gone well so far this year?

MANAGEMENT /

BRAND /

CREATION /

LIFESTYLE /

## REFLECT //

### CHALLENGES

What has been difficult or a struggle this year?

MANAGEMENT /

BRAND /

CREATION /

LIFESTYLE /

## REFINE //

Review what you wrote down in the Reflection section and use those accomplishments and challenges from earlier this year as a starting point for what you want out of the rest of this year in life and

### MANAGEMENT /

THE NITTY GRITTY - YOUR FINANCIAL HEALTH, BOOKINGS, EXPENSES, PURCHASES; HOW YOU MANAGE YOUR INBOX, BILLING, ADMIN WORK; YOUR PROFESSIONAL RELATIONSHIPS WITH THOSE YOU WORK WITH, YOUR COMMUNICATION STYLES, DIVERSITY + INCLUSION; YOUR MARKETING STRATEGIES AND SYSTEMS, GROWTH, ENGAGEMENT, ANALYTICS.

HOW DO YOU WANT THESE THINGS TO GROW OR CHANGE IN THE NEXT SIX MONTHS?

### BRAND /

YOUR STORY - WHO YOU ARE, WHAT YOU VALUE, WHAT THE PURPOSE OF YOUR ART IS; HOW CAN YOU CREATE AN EVEN MORE AUTHENTIC PRESENCE IN YOUR DIGITAL AND PHYSICAL SPACES; YOUR CURRENT BRANDING AND ITS RELEVANCE TO WHERE YOU ARE TAKING YOUR ART NEXT; HOW YOU WANT TO BE SEEN, HOW YOU WANT PEOPLE TO FEEL WHEN

THEY INTERACT WITH YOU AND YOUR WORK.

HOW DO YOU WANT YOUR ART TO LOOK AND FEEL IN THE LAST HALF OF THE YEAR?

## CREATION /

YOUR CRAFT - THE NEW IDEAS YOU HAVE, THE OLD IDEAS YOU WANT TO REVISIT; THE RECORDING YOU WANT TO COMPLETE OR NEW WORK YOU WANT TO WRITE; THE PEOPLE YOU WANT TO COLLABORATE WITH; HOW YOU WANT TO EXPAND YOUR EDUCATIONAL OFFERINGS; WHERE YOU WANT TO TRAVEL FOR TOURS, INSPIRATION, PROFESSIONAL DEVELOPMENT, FOCUSED STUDY; THE NEW CONTENT YOU'LL CREATE TO TELL MORE OF YOUR STORY.

WHAT NEW LIFE WILL YOU BRING TO YOUR WORK IN THIS LAST HALF OF THIS YEAR?

## LIFESTYLE /

YOUR WORK-LIFE INTEGRATION - THE REST YOU NEED, TIME OFF, TRAVEL, SPACE TO BREATHE; HOW YOU WILL TAKE CARE OF YOURSELF SO YOU CAN POUR FROM A FULL CUP; CREATING BOUNDARIES FOR YOURSELF AND YOUR TEAM; YOUR RELATIONSHIPS, FAMILY LIFE, AND FRIENDSHIPS; THE STATUS OF YOUR MENTAL, EMOTIONAL, AND PHYSICAL CAPACITIES AS YOU LIVE THE LIFE OF AN ENTREPRENEUR; EXPERIENCES YOU WANT FOR YOURSELF, FAMILY, AND BUSINESS. HOW CAN YOU MAKE YOU MORE OF A PRIORITY IN THE NEXT SEASON?

## TOP FOUR //

With new priorities established for the next six months, what needs your attention first?  
Use the space below to define your business priorities for the upcoming season. You can revisit this page when the following season rolls around and establish new priorities for the end of year.

You'll also see a seasonal timeline for Summer/Fall and Fall/Winter on page 8-9 to help you map out your priorities, launches, products, etc.

MANAGEMENT /

BRAND /

CREATION /

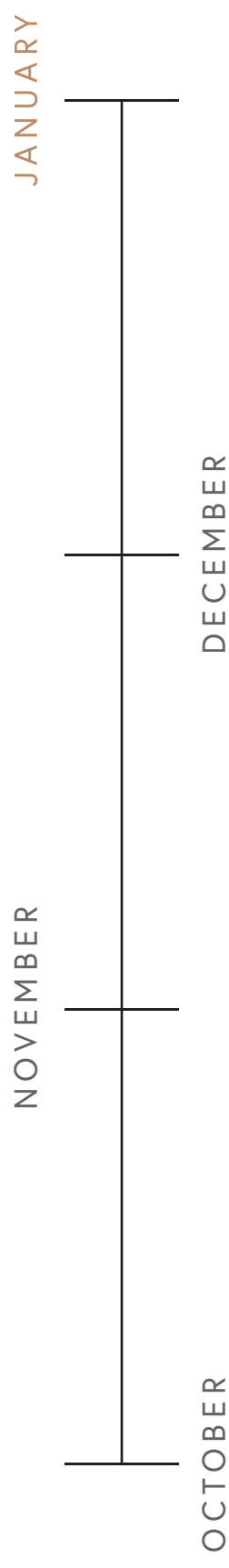
LIFESTYLE /

## TIMELINE // SUMMER-FALL





## TIMELINE // FALL-WINTER



## GOOD WORK //

Well done. Go forth and continue making this year exactly what you want it to be! And if you need a little extra support along the way, check out the Think Tank Library, where I've housed tons of resources to help you better brainstorm, build, and brand your inspired ideas.

The 2023 Edition of the New Year Workbook will launch in November as well, just in time to make epic plans for an epic year. Hop on The Inspired Foundry's email list to be the first to know when it launches.

Congrats on gaining a little more clarity for your year - I wish you success and happiness and all good things as you finish out this year!



Karla Colahan

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